

Soleil Infusion: Business Plan

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1. Executive Summary

Soleil Infusion is a forthcoming IV infusion service poised to enter the Anne Arundel/Baltimore market with a unique and defensible business model. Located in Glen Burnie, Maryland, the service will transform an underperforming pharmacy space into a 900-square-foot, five-chair IV infusion bar. The business will capitalize on a strategic vertical integration with Voshell's Pharmacy, which will supply compounded sterile preparations at wholesale prices, enabling both cost control and a significant quality assurance advantage. This structure, with Soleil Infusion and the pharmacy as separate legal entities, is designed to mitigate regulatory risks such as the anti-kickback statute.

The primary target demographic is the Korean-speaking population aged 35-65, a community for whom IV therapy is a familiar and accepted wellness practice. This represents a significant "blue ocean" opportunity, as no current competitors are intentionally serving this market. Secondary markets include first responders, healthcare professionals, international travelers from the nearby BWI Airport, and busy executives. The initial service menu will feature customized IV formulations, moving beyond generic hydration to offer outcome-specific treatments. With a projected first-year Total Addressable Market (TAM) of **\$1.2M to \$2.5M**, the financial outlook is promising.

An aggressive 90-day go-to-market strategy is central to this plan, with a heavy emphasis on pre-selling service packages before the official opening. This will be achieved through a dual-pronged approach: a robust B2B partnership program targeting local health and wellness practitioners, and a hyper-focused B2C marketing campaign aimed at the Korean community. This strategy is designed to generate immediate revenue, secure a foundational client base, and establish Soleil Infusion as a key player in the regional wellness landscape from day one.

2. Company Description

2.1. Mission and Vision

- **Mission:** To provide a safe, effective, and culturally inclusive IV infusion experience that bridges the gap between medical necessity and lifestyle wellness, offering clinically credible, outcome-driven therapies in an accessible and welcoming environment.

- **Vision:** To become the dominant IV therapy provider in the Anne Arundel/Baltimore region by building a trusted, category-defining brand known for its medical integrity, transparent pricing, and unparalleled patient-centric care.

2.2. Business Structure and Location

Soleil Infusion will be structured as a limited liability company (LLC), legally distinct from Voshell's Pharmacy. This separation is critical for regulatory compliance, particularly concerning anti-kickback statutes. The business will be located at **801 Landmark Drive, Glen Burnie, Maryland**. This site offers significant strategic advantages:

- **Proximity to Target Markets:** 15-20 minutes from the Korean community hub in Ellicott City and 10-15 minutes from BWI Airport.
- **Affluent Demographics:** Adjacent to neighborhoods like Severn, which has a median household income of \$130,000.
- **Existing Infrastructure and Lease:** The location is already under lease as the former Solife Pharmacy, eliminating the need for new lease negotiations and significantly reducing initial capital requirements. The existing pharmacy infrastructure provides immediate operational advantages.
- **Pharmaceutical-Grade Facilities:** The existing pharmacy includes an **IV hood (laminar flow hood)**, a critical piece of equipment that provides a sterile environment for medication preparation. This is a significant competitive advantage that most med-spa competitors cannot replicate, as IV hoods are expensive (typically \$10,000-\$30,000) and require proper installation and certification.

2.3. Competitive Advantage

Soleil Infusion's competitive moat is built on a foundation of four key differentiators:

1. **Vertical Integration and Pharmacy Credibility:** The partnership with Voshell's Pharmacy allows for direct sourcing of high-quality, custom-compounded sterile preparations at wholesale cost. This provides a significant cost advantage and a level of medical credibility that med-spa competitors cannot replicate.
2. **Pharmaceutical-Grade Infrastructure:** The existing **IV hood (laminar flow hood)** provides a USP <797>-compliant sterile compounding environment, enabling on-site preparation of customized IV formulations in a controlled, sterile environment. This capability is a powerful marketing differentiator, as clients can see the pharmaceutical-grade preparation process, reinforcing the medical credibility of the service. Most med-spa competitors lack this infrastructure and rely on pre-mixed bags or external compounding pharmacies.
3. **Medical-Lifestyle Hybrid Model:** Soleil Infusion will occupy a unique market position, offering the clinical rigor of a medical practice without the friction (referrals, scheduling delays, opaque pricing) of a hospital-based service. This "middle market" strategy is designed to attract clients seeking both efficacy and convenience.

4. **Korean-First Go-to-Market Strategy:** By developing a culturally resonant, Korean-first marketing and service delivery strategy, Soleil Infusion will tap into a loyal and currently ignored market segment. This includes Korean-language marketing materials, bilingual staff, and a cultural understanding of the role of IV therapy in wellness.
5. **Outcome-Specific Service Menus:** While competitors focus on generic hydration, Soleil Infusion will offer a menu of treatments designed to produce tangible outcomes, such as "Burnout Reset," "Work Recovery," and "Liver & Metabolic Support." This approach fosters strong repeat business and client loyalty.

3. Market Analysis

3.1. Target Market

The primary target market consists of first and second-generation Korean-Americans, aged 35-65, who are often small business owners, busy professionals, or caregivers. For this demographic, IV therapy is not a novelty but a standard component of a proactive wellness regimen. Secondary markets are also significant and include:

- **First Responders:** Firefighters and law enforcement officers who can benefit from detoxification therapies like EDTA chelation for heavy metal exposure.
- **Healthcare Workers:** A large, local population of hospital staff seeking rehydration and recovery from demanding shifts.
- **Travelers:** Business and leisure travelers using BWI Airport who require solutions for jet lag and immune support.
- **Professionals:** Executives and other high-performing individuals seeking cognitive and physical enhancement.

3.2. Competitive Landscape

The local market is fragmented, with no single player offering a comparable service. The competitive landscape can be summarized as follows:

Competitor	Positioning	Pricing Model	Key Weakness(es)
Hospital-Based (UM BMMC)	Medical Necessity	Insurance-Driven	High friction, poor accessibility, no wellness focus
Jean Walter Infusion Center	Medically Legitimate	Insurance + Wellness (\$175-\$275)	Not consumer-friendly, limited lifestyle framing

Competitor	Positioning	Pricing Model	Key Weakness(es)
Local Infusion (Private)	Premium Comfort	À la carte (\$195-\$325)	Lacks deep medical credibility, premium price point
GlowRx IV Drip Bar & MedSpa	Lifestyle/Cosmetic	À la carte (\$150-\$325)	Low clinical credibility, not outcome-driven
Concierge/MDVIP Practices	Preventive Care	Membership (\$1,800-\$2,500/yr)	High barrier to entry, not scalable for IV services

3.3. Market Opportunity

The analysis reveals a clear and compelling market opportunity. There is currently **no dominant IV infusion brand** in the region that is simultaneously medically credible, lifestyle-accessible, outcome-specific, and culturally inclusive. Soleil Infusion is designed to fill this void. The estimated Total Addressable Market (TAM) for the first year of operations is between **\$1.2 million and \$2.5 million**, indicating a substantial revenue potential.

4. Organization and Management

4.1. Management Team

Soleil Infusion will be guided by a lean, expert team:

- **Medical Director:** A board-certified physician (a plastic surgeon candidate has been identified and is in negotiations) will be responsible for approving all clinical protocols, providing medical oversight, and ensuring regulatory compliance.
- **Chief Marketing Officer (Fractional):** MaryAnne Schweers of Buzzworthy will lead the development and execution of the go-to-market strategy, leveraging her expertise in brand building and digital marketing.
- **Business Development Representative (Fractional):** Steve Caton will be tasked with establishing and nurturing the B2B partnership program, a critical component of the pre-launch strategy.
- **Korean-Speaking NP/Technician:** This crucial role (to be filled) will be the face of the brand for the Korean community, acting as a spokesperson, content creator, and clinical liaison.

4.2. Staffing Plan

The initial operational team will include:

- **Nurse Practitioner (NP):** A full-time NP will be responsible for patient consultations, administering infusions, and managing daily clinical operations.
- **Registered Nurse (RN):** A part-time or full-time RN will support the NP in patient care and infusion administration.
- **Administrative/Reception Staff:** One full-time employee will manage the front desk, including scheduling, billing, and customer service.

5. Services and Products

5.1. Initial Service Offerings and Pricing

Soleil Infusion will launch with a curated menu of outcome-driven IV therapies. The pricing strategy is designed to be accessible yet reflect the premium, medically-backed nature of the service.

Service Category	Description	Recommended Price
Essential Hydration	Basic hydration for general wellness and recovery.	\$165 - \$175
Energy / Immunity	Formulations to boost energy and support the immune system.	\$195 - \$215
Performance / Recovery	Therapies for athletic recovery and performance enhancement.	\$225 - \$245
Advanced Functional	Specialized drips for detoxification and cellular repair (e.g., NAD+, Liver Support).	\$275 - \$295
Membership	2-4 visits per month with a 10-15% discount.	Varies

5.2. Future Expansion

Post-launch, the service menu will be expanded to include:

- **EDTA Chelation Therapy:** A targeted service for first responders and others with heavy metal exposure.
- **Diagnostic Testing:** To enable more personalized and effective treatment plans.
- **Oxygen Therapy:** A complementary service to enhance wellness outcomes.
- **Mobile IV Services:** A high-margin service for corporate clients and busy professionals.

6. Marketing and Sales Strategy

6.1. Pre-Launch Package Sales Strategy

The cornerstone of the go-to-market plan is the pre-sale of service packages. This will be driven by a compelling launch offer:

- **Launch Offer: Buy a package of 2 infusions, get 1 free.** This offer is designed to secure a three-month client commitment and generate immediate cash flow.
- **Sales Channels:** Packages will be sold through the new website, via social media, and through B2B partners.

6.2. B2B Partnership Program

A primary focus will be on building a network of at least 30 B2B partners, including chiropractors, massage therapists, nutritionists, and functional medicine doctors. Activation tactics will include:

- **Referral Kits:** Providing partners with professionally designed info packets and business cards (shaped like IV bags for memorability).
- **Co-Marketing:** Cross-promoting services through social media, newsletters, and in-office advertising.
- **Screening Programs:** Offering on-site wellness screening events at partner locations.

6.3. B2C Marketing (Korean-First)

The B2C strategy will be hyper-focused on the Korean community:

- **Korean-Language Digital Presence:** A fully translated website, social media channels, and targeted digital advertising campaigns.
- **Traditional Media:** Advertising in local Korean-language newspapers and radio stations.
- **Content Marketing:** Creating educational video content (reels) featuring the Korean-speaking NP/technician, explaining the benefits of IV therapy in a culturally relevant context.
- **Grassroots Marketing:** Encouraging and incentivizing Google reviews to build social proof.

7. Operations and Compliance

7.1. Operational Workflow

The patient journey will be designed to be seamless and professional:

1. **Booking:** Online via the website or by phone.
2. **Consultation:** A brief virtual or in-person consultation with the NP to determine the appropriate therapy.
3. **Treatment:** A 45-60 minute infusion in a comfortable, modern environment.
4. **Follow-up:** Automated text/email follow-up and easy booking for the next appointment.

7.2. Compliance and Risk Management

Soleil Infusion will operate in strict compliance with all Maryland state regulations. A comprehensive compliance program, based on the provided checklists and white papers, will be implemented. Key elements include:

- **Medical Director Oversight:** All protocols and procedures will be approved and overseen by the Medical Director.
- **Licensing and Training:** All clinical staff will be fully licensed and trained in infusion therapy and emergency procedures.
- **Infection Control:** Hospital-grade infection control standards will be maintained.
- **HIPAA Compliance:** A robust HIPAA compliance program will be in place to protect patient privacy.
- **Insurance:** The company will secure comprehensive insurance coverage, including medical malpractice, general liability, and cyber liability.

8. Financial Plan

8.1. Startup Costs

Estimated startup costs are as follows. Note that the existing lease and pharmacy infrastructure (including the IV hood) significantly reduce capital requirements compared to a greenfield build-out.

Item	Estimated Cost	Notes
Facility Build-Out & Design	\$30,000 - \$50,000	Reduced due to existing pharmacy infrastructure

Item	Estimated Cost	Notes
Medical Equipment (IV poles, chairs, etc.)	\$15,000 - \$25,000	Does not include IV hood (already in place)
Initial Inventory (medications, supplies)	\$15,000 - \$25,000	Increased to ensure adequate stock
Legal & Licensing Fees	\$5,000 - \$10,000	Entity formation, permits, compliance
Marketing & Pre-Launch Promotions	\$15,000 - \$25,000	Aggressive pre-launch campaign
Working Capital (6 months)	\$75,000 - \$100,000	Covers payroll, rent, utilities, ongoing supplies
Insurance (Initial Premiums)	\$10,000 - \$15,000	Malpractice, general liability, cyber, workers' comp
Technology & EHR Setup	\$5,000 - \$10,000	EHR system, website, booking system
Total Estimated Startup Costs	\$170,000 - \$260,000	

Disclaimer: These are high-level estimates and should be refined with detailed quotes.

Key Advantages from Existing Infrastructure:

- **Lease Already Secured:** No upfront lease deposit or negotiation costs.
- **IV Hood in Place:** Saves \$10,000-\$30,000 in equipment costs and installation.
- **Pharmacy-Grade Utilities:** Existing HVAC, electrical, and plumbing designed for pharmaceutical operations.
- **Faster Time to Market:** Reduced build-out time accelerates revenue generation.

8.2. Revenue Projections

Revenue projections are based on the TAM and a conservative market capture rate. With an average price per infusion of \$220 and a target of 20 infusions per day at full capacity, the revenue potential is significant. The pre-launch sales campaign is projected to generate **\$30,000 - \$50,000** in initial revenue.

9. Aggressive 90-Day Timeline

Phase 1: Foundation & Pre-Launch (Days 1-60)

- **Week 1-2:** Finalize legal entity formation. Secure financing. Sign lease agreement for 801 Landmark Drive.
- **Week 3-4:** Finalize agreement with Medical Director. Post job descriptions and begin interviews for NP and RN positions.
- **Week 5-6:** Commence facility build-out. Finalize interior design and branding with designer. Begin development of Korean-language website.
- **Week 7-8:** Develop and receive Medical Director sign-off on all clinical protocols, SOPs, and informed consent documents. Order all medical equipment and initial inventory.
- **Week 9-10: Launch pre-sale marketing campaign.** Begin aggressive B2B outreach to top 30 partnership targets. Hire NP and RN.

Phase 2: Launch & Activation (Days 61-90)

- **Week 11-12:** Complete facility build-out. Schedule and pass all required state and local inspections. Receive all equipment and inventory.
- **Week 13:** Conduct intensive staff training on all clinical and operational procedures, including emergency drills. Host a small, private event for B2B partners and early package buyers.
- **Week 14: Grand Opening.** Execute grand opening marketing plan. Begin regular operations.

Phase 3: Optimization & Growth (Days 91+)

- **Month 4:** Conduct a thorough review of initial sales data, customer feedback, and operational efficiency. Adjust marketing spend and service protocols as needed.
- **Month 6:** Based on performance and profitability, begin formal planning and compliance verification for Phase 2 service expansions (e.g., Mobile IV services, EDTA Chelation).
- **Month 9-12:** Evaluate success of the Korean-first strategy and explore expansion to other potential markets, such as the Spanish-speaking community. Begin scouting for a potential second location if demand warrants.

10. Conclusion

Soleil Infusion is not merely another wellness clinic; it is a meticulously planned business designed to meet a clear and unmet market need. By combining the credibility of a pharmacy, the accessibility of a retail service, and a culturally intelligent go-to-market strategy, it is

positioned for rapid growth and market leadership. The aggressive 90-day launch plan, with its focus on pre-selling packages, is designed to de-risk the initial investment and build momentum from day one. With a strong management team, a clear vision, and a robust operational and compliance framework, Soleil Infusion is poised for success.